

**MALAYSIAN IT SOCIAL SHOPPING COMMUNITY
VENDORS AND END USER**

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VENDORS AND END USER

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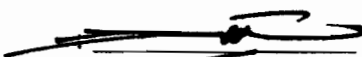
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ABSTRACT

Internet provides an efficient and fast access in order to get information as well as it has a basic role to services and business. Basically, social software services has met attention over the past years where characterized by its services such as social interaction and tools for cooperation. This study seeks to Malaysian IT Social Shopping Community vendors and end user (MITSSC) in order to provide collaboration environment via internet for both of consumers and vendors. Unfortunately, Malaysia is started early to study the possibilities of implementing online-services to help their citizens to perform their needs fast and easier as well as to reduce the overhead of customer services tasks. Furthermore, shopping process requires from users a lot of effort, time for searching for a particular product. Development social network community environment which it can be used as guide for consumer might help them to find information provider, and ensure availability of various products.

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CHAPTER ONE

INTRODUCTION

1.0 Background

Internet has played a very important role to improve services and business of so many commercial organizations especially those who are running their own business online. The evolution of internet made it necessary for companies to benefit from these developments in the process of faster access to customer and marketing process using these technologies.

Currently, web services has met attention over the past years where characterized by its services such as tourism guide, booking online services, e-government, etc. Such as Amazon, yellowpages, and booking web services has achieved great successes in the provision of services as well as a major shift in the services of the whole web. Traditional shopping platforms are begun tend to turn and integration its platforms into provide ease services with short time. Furthermore, Leitner and Grechenig (2009) mentioned to the reasons that led companies and consumers to rapid transformation towards social shopping communities are many and varied, but the most prominent of which: (1) provide collaboration environment via internet for both of consumers and companies, (2) exchange information about products, (3) explore many products in one place, (4) get consultancy from trusted individuals. Additionally, social software services are important to provide feedback, comments, or recommendation between companies that provide information and consumers (Takemoto et al., 2007).

The contents of
the thesis is for
internal user
only

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